

ORDER



Orders	Order / Rev:	102150
	Alt Order #:	06817867
	Product Desc:	DCCC
	Estimate:	1194
	Flight Dates:	10/16/12 - 10/22/12
	Original Date / Rev:	05/24/12 / 10/03/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Agency	Name:	<u>Great American Media</u>
	Buying Contact:	<hr/>
	Billing Contact:	<hr/>
		<u>1010 Wisconsin Ave. NW</u>
		<u>Washington, DC 20007</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Democratic Congressional Campaign
	Demographic:	A35+
	Product Codes:	PLI2
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, ISSUE, GEN

-revised

New Business Thru: _____
Order Separation: 00:05:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	125	\$86,950.00	\$73,907.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	125	\$86,950.00	\$73,907.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary	Atlanta	South	Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	37%	\$86,950.00
Market	100%	\$235,000.00

Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	24%	\$56,400.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$37,600.00
KTUD	0%	\$0.00
KVVU	20%	\$47,000.00
KWWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$7,050.00

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/16/12	10/22/12	M-F 5-6a WakeUp w/WaQM M-F 5-6a WakeUp w/Wagners		5-6a	MTWTF--	:30	5	\$400.00	2	0.00	NM	5	\$2,000.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/16/12	10/22/12		MTWTF--		5				\$400.00		0.00			
E 2	KSNV	10/16/12	10/22/12	Wake Up Early w/ Wagn@M Wake Up Early Wagners		430a-5a	MTWT--S	:30	4	\$200.00	1	0.00	NM	4	\$800.00
WAKE UP EARLY W/ THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/16/12	10/22/12		MTWT--S		4				\$200.00		0.00			
E 3	KSNV	10/16/12	10/22/12	M-F 6-7a WakeUp w/WaQM M-F 6-7a WakeUp w/Wagners		6-7a	MTWTF--	:30	5	\$725.00	1	0.00	NM	5	\$3,625.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/16/12	10/22/12		MTWTF--		5				\$725.00		0.00			
E 4	KSNV	10/16/12	10/22/12	Today Show Today Show		CM	658a-9am			MTWTF--	:30	14	\$900.00	1	\$12,600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/16/12	10/22/12		MTWTF--		14				\$900.00		0.00			
E 5	KSNV	10/20/12	10/20/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY		6a-7a	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12		-----S-		1				\$375.00		0.00			
E 6	KSNV	10/20/12	10/20/12	Saturday Today Saturday Today		CM	7a-9am			-----S-	:30	2	\$625.00	1	\$1,250.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12		-----S-		2				\$625.00		0.00			
E 7	KSNV	10/21/12	10/21/12	News 3 Sunrise - SUNDAY&M News 3 Sunrise SUNDAY		6a-7a	-----S	:30	1	\$375.00	1	0.00	NM	1	\$375.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12		-----S		1				\$375.00		0.00			
E 8	KSNV	10/21/12	10/21/12	Sunday Today Sunday Today		CM	7a-8am			-----S	:30	2	\$500.00	2	\$1,000.00
TODAY ON SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12		-----S		2				\$500.00		0.00			
E 9	KSNV	10/21/12	10/21/12	News 3 Today Wknd News 3 Today		CM	9a-930am			-----S	:30	1	\$500.00	1	\$500.00
NEWS 3 TODAY/WKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12		-----S		1				\$500.00		0.00			
E 10	KSNV	10/21/12	10/21/12	Chris Matthews 9:30AM &M Chris Matthews SUN 9:30am		9:30a-10a	-----S	:30	1	\$500.00	2	0.00	NM	1	\$500.00
CHRIS MATTHEWS SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12		-----S		1				\$500.00		0.00			
E 11	KSNV	10/16/12	10/22/12	M-F Today Show II 3rd &M M-F Today Show II		9-10a	MTWTF--	:30	10	\$425.00	1	0.00	NM	10	\$4,250.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/16/12	10/22/12		MTWTF--		10				\$425.00		0.00			
E 12	KSNV	10/16/12	10/22/12	M-F Today Show III 4th &M Today 4th Hour		10am-11am	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/16/12	10/22/12		MTWTF---		5				\$325.00		0.00			
E 13	KSNV	10/16/12	10/22/12	CM	11am-12pm	MTWTF--	:30	10	\$325.00	1	0.00	NM	10	\$3,250.00	

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				Rachael Ray												
				Rachael Ray												
				RACHEL RAY												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/16/12	10/22/12	MTWTF--		10			\$325.00		0.00					
E 14	KSNV	10/16/12	10/22/12	Noon News	CM	12-1230pm	MTWTF--	:30	5	\$425.001	0.00	NM		5	\$2,125.00	
				Noon News												
				NEWS 3 AT NOON												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/16/12	10/22/12	MTWTF--		5			\$425.00		0.00					
E 15	KSNV	10/16/12	10/22/12	The Agenda	1230pm	CM	1230-1p	MTWTF--	:30	5	\$325.001	0.00	NM		5	\$1,625.00
				The Agenda	1230pm											
				NEWS 4: THE AGENDA												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/16/12	10/22/12	MTWTF--		5			\$325.00		0.00					
E 16	KSNV	10/16/12	10/22/12	The Doctors	CM	2pm-3pm	MTWTF--	:30	5	\$325.001	0.00	NM		5	\$1,625.00	
				The Doctors												
				THE DOCTORS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/16/12	10/22/12	MTWTF--		5			\$325.00		0.00					
E 17	KSNV	10/16/12	10/22/12	Dr. Phil	CM	3-4p	MTWTF--	:30	5	\$450.001	0.00	NM		5	\$2,250.00	
				Dr Phil												
				DR. PHIL												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/16/12	10/22/12	MTWTF--		5			\$450.00		0.00					
E 18	KSNV	10/16/12	10/22/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MTWTF--	:30	5	\$725.001	0.00	NM		5	\$3,625.00	
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)										
				FIRST NEWS 3 AT FOUR												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/16/12	10/22/12	MTWTF--		5			\$725.00		0.00					
E 19	KSNV	10/16/12	10/22/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MTWTF--	:30	5	\$725.001	0.00	NM		5	\$3,625.00	
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)										
				NEWS 4 AT 430P												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/16/12	10/22/12	MTWTF--		5			\$725.00		0.00					
E 20	KSNV	10/16/12	10/22/12	M-F Early News	CM	5-630p	MTWTF--	:30	5	\$1,200.001	0.00	NM		5	\$6,000.00	
				M-F Early News												
				EARLY NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/16/12	10/22/12	MTWTF--		5			\$1,200.00		0.00					
E 21	KSNV	10/20/12	10/20/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$675.001	0.00	NM		1	\$675.00	
				Sa-Su Early News												
				KSNV EARLY NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	-----S-		1			\$675.00		0.00					
E 22	KSNV	10/16/12	10/22/12	M-F Jeopardy	CM	630-7pm	MTWTF--	:30	4	\$1,300.001	0.00	NM		4	\$5,200.00	
				M-F Jeopardy												
				JEOPARDY												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/16/12	10/22/12	MTWTF--		4			\$1,300.00		0.00					

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Advertiser: Democratic Congressional Campaign C

Product Desc: DCCC

KSJV

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KSNV